

- ☐ Pelajar/mahasiswa ☐ Wiraswasta
☐ Pekerja swasta ☐ Profesional
☐ PNS/ABRI ☐ Ibu Rumah Tangga
☐ Lain-lain

Ketika berbelanja di The Executive Pakuwon Trade Centre Surabaya, berapa besar rata-rata pengeluaran Anda setiap kelay belanja?

- ☐ Rp 100.000 – < Rp 500.000
- ☐ Rp 500.000 – < Rp 1000.000
- ☐ Rp 1000.000 – < Rp 1500.000
- ☐ Rp 1.500.000 ke atas

Petunjuk pengisian

Berikan penilaian anda dengan memberi tanda silang (X) pada salah satu angka yang paling sesuai dengan pilihan anda. berikut ini adalah keterangan dari setiap nomor:

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (ts)

3= Netral (N)

4 = Setuju (S)

5= Sangat Setuju (sasaran)

Window Display

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	The Executive Pakuwon Trade Centre Surabaya memiliki <i>window display</i> yang menarik					
2.	Tema <i>Window display</i> The Executive Pakuwon Trade Centre Surabaya selalu mengikuti tren terkini dari produk yang banyak diminati pengunjung					
3.	Anda tertarik berbelanja karena keindahan <i>window display</i>					

Store Layout

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Penempatan keranjang belanja The Executive Pakuwon Trade Centre Surabaya memudahkan pengunjung dalam berbelanja					
2.	Penempatan meja kasir The Executive Pakuwon Trade Centre Surabaya tidak mengganggu kenyamanan pengunjung dalam berbelanja					
3.	Penempatan barang The Executive					

	Pakuwon Trade Centre Surabaya memperhatikan terhadap kenyamanan pengunjung dalam berbelanja					
4	Pengunjung The Executive Pakuwon Trade Centre Surabaya mudah mendapatkan barang yang dibutuhkan dengan pengaturan yang rapi					
5	Secara keseluruhan pengaturan tata letak The Executive Pakuwon Trade Centre Surabaya membuat pengunjung merasa nyaman berbelanja					

Pemajangan Produk

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Produk-produk yang dipajang di The Executive Pakuwon Trade Centre Surabaya membantu pengunjung mendapatkan barang yang diinginkan					
2.	Pemajangan produk di The Executive Pakuwon Trade Centre Surabaya memberikan berbagai informasi mengenai produk yang Anda inginkan					
3.	Pemajangan produk di The Executive Pakuwon Trade Centre Surabaya memberikan daya tarik					

Emosi Positif

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Anda merasa senang selama berbelanja di The Executive Pakuwon Trade Centre Surabaya					
2.	Anda merasa bisa bersosialisasi bersama orang lain dengan berbelanja di The Executive Pakuwon Trade Centre Surabaya					
3.	Anda merasa bersemangat selama berbelanja di The Executive Pakuwon Trade Centre Surabaya					

Keputusan Pembelian

No	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Anda akan melakukan pembelian di The Executive Pakuwon Trade Centre Surabaya dengan segera tanpa ragu-ragu					
2.	Anda berusaha menghabiskan sisa uang belanja untuk melakukan pembelian di The Executive Pakuwon Trade Centre Surabaya					
3.	Anda berusaha untuk bisa mendapatkan barang yang ingin dibeli di The Executive Pakuwon Trade Centre Surabaya					

Lampiran 2. Profil Responden

Profil Responden yang Berkunjung Akhir Pekan

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	16	32,0	32,0	32,0
	Perempuan	34	68,0	68,0	100,0
	Total	50	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 tahun - 21 tahun	3	6,0	6,0	6,0
	22 tahun - 26 tahun	7	14,0	14,0	20,0
	27 tahun - 31 tahun	3	6,0	6,0	26,0
	32 tahun - 36 tahun	14	28,0	28,0	54,0
	37 tahun - 41 tahun	16	32,0	32,0	86,0
	Di atas 41 tahun	7	14,0	14,0	100,0
	Total	50	100,0	100,0	

Pekerjaan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/mahasiswa	3	6,0	6,0	6,0
	Wiraswasta	20	40,0	40,0	46,0
	Pekerja swasta	15	30,0	30,0	76,0
	Profesional	3	6,0	6,0	82,0
	PNS/ABRI	1	2,0	2,0	84,0
	Ibu Rumah Tangga	8	16,0	16,0	100,0
	Total	50	100,0	100,0	

Kisaran belanja tiap kali belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 100.000 - < Rp 500.000	13	26,0	26,0	26,0
	Rp 500.000 - < Rp 1000.000	26	52,0	52,0	78,0
	Rp 1000.000 - < Rp 1500.000	10	20,0	20,0	98,0
	Rp 1.500.000 ke atas	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

Profil Responden yang Berkunjung Hari Kerja

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	31	62,0	62,0	62,0
	Perempuan	19	38,0	38,0	100,0
	Total	50	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 tahun - 21 tahun	11	22,0	22,0	22,0
	22 tahun - 26 tahun	16	32,0	32,0	54,0
	27 tahun - 31 tahun	13	26,0	26,0	80,0
	32 tahun - 36 tahun	5	10,0	10,0	90,0
	37 tahun - 41 tahun	2	4,0	4,0	94,0
	Di atas 41 tahun	3	6,0	6,0	100,0
	Total	50	100,0	100,0	

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/mahasiswa	6	12,0	12,0	12,0
Wiraswasta	20	40,0	40,0	52,0
Pekerja swasta	17	34,0	34,0	86,0
Profesional	2	4,0	4,0	90,0
PNS/ABRI	3	6,0	6,0	96,0
Lain-lain	2	4,0	4,0	100,0
Total	50	100,0	100,0	

Kisaran belanja tiap kali belanja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp 100.000 - < Rp 500.000	13	26,0	26,0	26,0
Rp 500.000 - < Rp 1000.000	21	42,0	42,0	68,0
Rp 1000.000 - < Rp 1500.000	15	30,0	30,0	98,0
Rp 1.500.000 ke atas	1	2,0	2,0	100,0
Total	50	100,0	100,0	

Profil Responden Keseluruhan

Jenis Kelamin Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	47	47,0	47,0	47,0
Perempuan	53	53,0	53,0	100,0
Total	100	100,0	100,0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 tahun - 21 tahun	14	14,0	14,0	14,0
	22 tahun - 26 tahun	23	23,0	23,0	37,0
	27 tahun - 31 tahun	16	16,0	16,0	53,0
	32 tahun - 36 tahun	19	19,0	19,0	72,0
	37 tahun - 41 tahun	18	18,0	18,0	90,0
	Di atas 41 tahun	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Pekerjaan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/mahasiswa	9	9,0	9,0	9,0
	Wiraswasta	40	40,0	40,0	49,0
	Pekerja swasta	32	32,0	32,0	81,0
	Profesional	5	5,0	5,0	86,0
	PNS/ABRI	4	4,0	4,0	90,0
	Ibu Rumah Tangga	8	8,0	8,0	98,0
	Lain-lain	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Kisaran belanja tiap kali belanja

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 100.000 - < Rp 500.000	26	26,0	26,0	26,0
	Rp 500.000 - < Rp 1000.000	47	47,0	47,0	73,0
	Rp 1000.000 - < Rp 1500.000	25	25,0	25,0	98,0
	Rp 1.500.000 ke atas	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Lampiran 3. Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.01	100	3,00	5,00	3,8900	,66507
X1.02	100	2,00	5,00	4,2100	,72884
X1.03	100	3,00	5,00	4,2700	,69420
Valid N (listwise)	100				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2.01	100	2,00	5,00	3,6200	,70754
X2.02	100	2,00	5,00	4,0500	,79614
X2.03	100	2,00	5,00	4,0400	,80302
X2.04	100	2,00	5,00	3,6100	,75069
X2.05	100	2,00	5,00	4,0900	,80522
Valid N (listwise)	100				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X3.01	100	2,00	5,00	3,6200	,64792
X3.02	100	2,00	5,00	3,7600	,68343
X3.03	100	2,00	5,00	3,7500	,71598
Valid N (listwise)	100				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y1.01	100	2,00	5,00	3,8000	,71067
Y1.02	100	2,00	5,00	4,0600	,67898
Y1.03	100	2,00	5,00	4,0800	,66180
Valid N (listwise)	100				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.01	100	3,00	4,00	3,6600	,47610
Y2.02	100	2,00	5,00	3,8700	,59722
Y2.03	100	3,00	5,00	4,1500	,59246
Valid N (listwise)	100				

Lampiran 4. Uji Validitas

Correlations

		X1.01	X1.02	X1.03	Total X1
X1.01	Pearson Correlation	1	,632**	,699**	,848**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.02	Pearson Correlation	,632**	1	,885**	,928**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.03	Pearson Correlation	,699**	,885**	1	,950**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total X1	Pearson Correlation	,848**	,928**	,950**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		X2.01	X2.02	X2.03	X2.04	X2.05	Total X2
X2.01	Pearson Correlation	1	,715**	,685**	,175	,256*	,748**
	Sig. (2-tailed)		,000	,000	,082	,010	,000
	N	100	100	100	100	100	100
X2.02	Pearson Correlation	,715**	1	,976**	,185	,324**	,860**
	Sig. (2-tailed)	,000		,000	,065	,001	,000
	N	100	100	100	100	100	100
X2.03	Pearson Correlation	,685**	,976**	1	,143	,276**	,828**
	Sig. (2-tailed)	,000	,000		,155	,006	,000
	N	100	100	100	100	100	100
X2.04	Pearson Correlation	,175	,185	,143	1	,744**	,600**
	Sig. (2-tailed)	,082	,065	,155		,000	,000
	N	100	100	100	100	100	100
X2.05	Pearson Correlation	,256*	,324**	,276**	,744**	1	,700**
	Sig. (2-tailed)	,010	,001	,006	,000		,000
	N	100	100	100	100	100	100
Total X2	Pearson Correlation	,748**	,860**	,828**	,600**	,700**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		X3.01	X3.02	X3.03	Total X3
X3.01	Pearson Correlation	1	,613**	,446**	,817**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X3.02	Pearson Correlation	,613**	1	,537**	,863**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X3.03	Pearson Correlation	,446**	,537**	1	,808**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total X3	Pearson Correlation	,817**	,863**	,808**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		Y1.01	Y1.02	Y1.03	Total Y1
Y1.01	Pearson Correlation	1	,632**	,743**	,873**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y1.02	Pearson Correlation	,632**	1	,866**	,911**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y1.03	Pearson Correlation	,743**	,866**	1	,951**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total Y1	Pearson Correlation	,873**	,911**	,951**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		Y2.01	Y2.02	Y2.03	Total Y2
Y2.01	Pearson Correlation	1	,553**	,433**	,772**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y2.02	Pearson Correlation	,553**	1	,570**	,870**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y2.03	Pearson Correlation	,433**	,570**	1	,827**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total Y2	Pearson Correlation	,772**	,870**	,827**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 5. Uji Reliabilitas

Window display

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,895	3

Store layout

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,803	5

Pemajangan Produk

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,772	3

Emosi positif

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,897	3

Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,761	3

Lampiran 6. Regresi Liner Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
Emosi Positif	3,9800	,62284	100
Window Display	4,1233	,63326	100
Store Layout	3,8820	,57847	100
Pemajangan Produk	3,7100	,56587	100

Correlations

		Emosi Positif	Window Display	Store Layout	Pemajangan Produk
Pearson Correlation	Emosi Positif	1,000	,493	,571	,407
	Window Display	,493	1,000	,353	,373
	Store Layout	,571	,353	1,000	,306
	Pemajangan Produk	,407	,373	,306	1,000
Sig. (1-tailed)	Emosi Positif	.	,000	,000	,000
	Window Display	,000	.	,000	,000
	Store Layout	,000	,000	.	,001
	Pemajangan Produk	,000	,000	,001	.
N	Emosi Positif	100	100	100	100
	Window Display	100	100	100	100
	Store Layout	100	100	100	100
	Pemajangan Produk	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pemajang an Produk , Store Layout , Window _a Display	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Emosi Positif

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,669 ^a	,448	,431	,46987	,448	25,983	3	96	,000

a. Predictors: (Constant), Pemajangan Produk , Store Layout , Window Display

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,210	3	5,737	25,983	,000 ^a
	Residual	21,195	96	,221		
	Total	38,404	99			

a. Predictors: (Constant), Pemajangan Produk , Store Layout , Window Display

b. Dependent Variable: Emosi Positif

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,382	,418		,913	,364			
	Window Display	,276	,083	,280	3,301	,001	,493	,319	,250
	Store Layout	,451	,089	,419	5,064	,000	,571	,459	,384
	Pemajangan Produk	,192	,092	,174	2,088	,039	,407	,208	,158

a. Dependent Variable: Emosi Positif

Lampiran 7. Regresi Linier Sederhana

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3,8933	,45905	100
Emosi Positif	3,9800	,62284	100

Correlations

		Keputusan Pembelian	Emosi Positif
Pearson Correlation	Keputusan Pembelian	1,000	,668
	Emosi Positif	,668	1,000
Sig. (1-tailed)	Keputusan Pembelian	.	,000
	Emosi Positif	,000	.
N	Keputusan Pembelian	100	100
	Emosi Positif	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Emosi ^a Positif	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,668 ^a	,446	,440	,34350	,446	78,812	1	98	,000

a. Predictors: (Constant), Emosi Positif

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,299	1	9,299	78,812	,000 ^a
	Residual	11,563	98	,118		
	Total	20,862	99			

a. Predictors: (Constant), Emosi Positif

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1,935	,223		8,666	,000			
	Emosi Positif	,492	,055	,668	8,878	,000	,668	,668	,668

a. Dependent Variable: Keputusan Pembelian

Lampiran 8. Regresi Mediasi 1

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3,8933	,45905	100
Window Display	4,1233	,63326	100
Emosi Positif	3,9800	,62284	100

Correlations

		Keputusan Pembelian	Window Display	Emosi Positif
Pearson Correlation	Keputusan Pembelian	1,000	,667	,668
	Window Display	,667	1,000	,493
	Emosi Positif	,668	,493	1,000
Sig. (1-tailed)	Keputusan Pembelian	.	,000	,000
	Window Display	,000	.	,000
	Emosi Positif	,000	,000	.
N	Keputusan Pembelian	100	100	100
	Window Display	100	100	100
	Emosi Positif	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Window _a Display	.	Enter
2	Emosi _a Positif	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,667 ^a	,445	,440	,34364	,445	78,668	1	98	,000
2	,773 ^b	,597	,589	,29446	,152	36,463	1	97	,000

a. Predictors: (Constant), Window Display

b. Predictors: (Constant), Window Display , Emosi Positif

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,290	1	9,290	78,668	,000 ^a
	Residual	11,573	98	,118		
	Total	20,862	99			
2	Regression	12,451	2	6,226	71,800	,000 ^b
	Residual	8,411	97	,087		
	Total	20,862	99			

a. Predictors: (Constant), Window Display

b. Predictors: (Constant), Window Display , Emosi Positif

c. Dependent Variable: Keputusan Pembelian

Coefficients^d

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1,899	,227		8,347	,000			
	Window Display	,484	,055	,667	8,869	,000	,667	,667	,667
2	(Constant)	1,245	,223		5,586	,000			
	Window Display	,324	,054	,447	6,030	,000	,667	,522	,389
	Emosi Positif	,330	,055	,447	6,038	,000	,668	,523	,389

a. Dependent Variable: Keputusan Pembelian

Excluded Variables^e

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Emosi Positif	,447 ^a	6,038	,000	,523	,757

a. Predictors in the Model: (Constant), Window Display

b. Dependent Variable: Keputusan Pembelian

Lampiran 9. Regresi Mediasi 2

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3,8933	,45905	100
Store Layout	3,8820	,57847	100
Emosi Positif	3,9800	,62284	100

Correlations

		Keputusan Pembelian	Store Layout	Emosi Positif
Pearson Correlation	Keputusan Pembelian	1,000	,622	,668
	Store Layout	,622	1,000	,571
	Emosi Positif	,668	,571	1,000
Sig. (1-tailed)	Keputusan Pembelian	.	,000	,000
	Store Layout	,000	.	,000
	Emosi Positif	,000	,000	.
N	Keputusan Pembelian	100	100	100
	Store Layout	100	100	100
	Emosi Positif	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Store Layout ^a	.	Enter
2	Emosi Positif ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,622 ^a	,386	,380	,36142	,386	61,710	1	98	,000
2	,729 ^b	,532	,522	,31743	,145	30,045	1	97	,000

a. Predictors: (Constant), Store Layout

b. Predictors: (Constant), Store Layout , Emosi Positif

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,061	1	8,061	61,710	,000 ^a
	Residual	12,801	98	,131		
	Total	20,862	99			
2	Regression	11,088	2	5,544	55,022	,000 ^b
	Residual	9,774	97	,101		
	Total	20,862	99			

a. Predictors: (Constant), Store Layout

b. Predictors: (Constant), Store Layout , Emosi Positif

c. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1,978	,246		8,028	,000			
	Store Layout	,493	,063	,622	7,856	,000	,622	,622	,622
2	(Constant)	1,433	,238		6,018	,000			
	Store Layout	,283	,067	,357	4,214	,000	,622	,393	,293
	Emosi Positif	,342	,062	,464	5,481	,000	,668	,486	,381

a. Dependent Variable: Keputusan Pembelian

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Emosi Positif	,464 ^a	5,481	,000	,486	,674

a. Predictors in the Model: (Constant), Store Layout

b. Dependent Variable: Keputusan Pembelian

Lampiran 10. Regresi Mediasi 3

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3,8933	,45905	100
Pemajangan Produk	3,7100	,56587	100
Emosi Positif	3,9800	,62284	100

Correlations

		Keputusan Pembelian	Pemajangan Produk	Emosi Positif
Pearson Correlation	Keputusan Pembelian	1,000	,519	,668
	Pemajangan Produk	,519	1,000	,407
	Emosi Positif	,668	,407	1,000
Sig. (1-tailed)	Keputusan Pembelian	.	,000	,000
	Pemajangan Produk	,000	.	,000
	Emosi Positif	,000	,000	.
N	Keputusan Pembelian	100	100	100
	Pemajangan Produk	100	100	100
	Emosi Positif	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Pemajangan Produk ^a	.	Enter
2	Emosi Positif ^a	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,519 ^a	,270	,262	,39434	,270	36,159	1	98	,000
2	,721 ^b	,519	,509	,32159	,250	50,354	1	97	,000

- a. Predictors: (Constant), Pemajangan Produk
b. Predictors: (Constant), Pemajangan Produk , Emosi Positif

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,623	1	5,623	36,159	,000 ^a
	Residual	15,239	98	,156		
	Total	20,862	99			
2	Regression	10,831	2	5,415	52,362	,000 ^b
	Residual	10,032	97	,103		
	Total	20,862	99			

- a. Predictors: (Constant), Pemajangan Produk
b. Predictors: (Constant), Pemajangan Produk , Emosi Positif
c. Dependent Variable: Keputusan Pembelian

Coefficients^d

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,331	,263		8,869	,000			
	Pemajangan Produk	,421	,070	,519	6,013	,000	,519	,519	,519
2	(Constant)	1,396	,252		5,550	,000			
	Pemajangan Produk	,241	,063	,297	3,848	,000	,519	,364	,271
	Emosi Positif	,403	,057	,547	7,096	,000	,668	,585	,500

a. Dependent Variable: Keputusan Pembelian

Excluded Variables^e

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1 Emosi Positif	,547 ^a	7,096	,000	,585	,834

- a. Predictors in the Model: (Constant), Pemajangan Produk
b. Dependent Variable: Keputusan Pembelian